



## **Wedding of the Year**

The Wedding of the Year award recognizes outstanding planning and execution for wedding events, including ceremony and reception. Please do not include names of individuals in your submission. Title the wedding award submission based on the event, not the couple.

### **Section 1: Elements Statement - 25 points, 250 words maximum**

- Summarize the event including the theme, goals, and objectives of the client, number of attendees, a description of couple, and their vision.
- Discuss the working relationship with the couple including research, meetings, vision boards, and more. Discuss details of the ceremony and reception and whether you handled both events.
- Entry will be judged on how well the event met the purpose, theme, goals, and objectives of the client, and the different, unique, or creative qualities which elevated the event to an award-winning level.

### **Section 2: Event Planning and Venue – 30 points total**

- Describe the overall event planning timeline. *10 points*
- Detail the timeline for the day of the event. *5 points*
- Explain the budget including the following questions. *10 points, 250 words maximum*
  - What was the total budget for event?
  - What was the per person cost for this event?
  - What did the client spend with your company for the part of the event for which you were contracted?
  - What other vendors did the client pay, including rentals and ancillary services that contributed to the production of the event?
  - Include the retail value of any donated in-kind goods or services.
- Describe venue or event site including the location, description of the venue, and any unique challenges presented by the site. *5 points, 250 words maximum*

### **Section 3: Wedding Reception - 25 points total**

- Describe the food and beverage in terms of color, texture, flavor, and presentation. Describe how these elements coordinated with, supported, or enhanced the wedding. *5 points, 250 words maximum*
- Describe the theme of the printed materials including invitations, programs, signage, escort cards, menu cards, and more. *5 points, 250 words maximum*
- Describe the décor used including floral, décor, linens, props, balloons, printed materials, and more. *5 points, 250 words maximum*
- Describe any unique support elements used including special effects, A/V, tenting, lighting, or staging. *5 points, 250 words maximum*
- Describe the entertainment including any unique aspects that may set this wedding apart from others. *5 points, 250 words maximum*

**Section 4: Collateral Material - *20 points total***

- Attach two or three photos of the event to show your work. Examples include food displays, beverage displays, menu items, floor plan/diagram, room shots, table presentations, décor, print materials, invitations, and marketing materials.
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).

**Team Members:**

Industry awards allow you to credit members of the team that contributed to the success of the event. If selected as a winner, each team member included in the submission will be able to purchase an additional physical award after the NACE One Awards Ceremony.

**Submission Fee: \$125**